



Provo is snuggled next to the majestic Wasatch Mountains, a possible future Winter Olympics Site.

Utah Valley: Possible Winter Olympics Site?

By PAT CHRISTIAN
Herald Staff Writer
Wed 28 Mar 1984

Utah Valley is perhaps the best location in the state for vacationing because there is so much to see and do, says Keith Haines. He believes it's the perfect spot for the Winter Olympics.

Haines, member of the Provo Chamber of Commerce's Travel and Tourism Committee, is manager of a local motel, and will

work to become more aggressive at pursuing the sometimes illusive and fickle tourist.

They've got the tourist spirit so strong, they are getting serious enough to try to land Winter Olympics 1992 or 1996 in Utah Valley.

While the leaders have the spirit, Haines is worried that Utah Valley residents don't.

"Our leaders see the advantages of improved tourism because they realize there is a big new industry there almost at their finger tips," Haines says.

"But the residents themselves are so used to the attractions available they take them for granted. They need to educated into realizing what attractions they

think are normal are special to those seeing them for the first time. They have to recognize the worth of their own area."

Motel maids and clerks are

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TOURISM: Ch

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often taken on tours of area attractions so they can point them out to visitors. Haines says every resident should be area of attractions and be willing to point them out to visitors.

Haines represents the motel industry on the Utah County Travel Council and is the chairman the Utah County Tourism Conference which was initiated by the Provo Chamber Tourism Committee.

For the conference, we've arranged for Jim Bradyen, chairman Utah Travel Council to be our keynote speaker. It is going to be conducted at the newly remodeled Holiday Inn April 24 from noon to 5 p.m."

He says tough issues facing Utah Valley tourism will be discussed during the conference and a special Utah promotional film

that was praised at a national tour bus convention in New Orleans will be shown.

Among the issues he says are critical to Utah Valley tourism are the problems of transportation. He says mass transit and cab transportation are important in attracting more tourists to the area.

Haines says from June to December of 1983, bus tours of Utah Valley attractions were tested. Visitors were picked up at local motels and other locations and taken to area attractions.

"There would be a brief orientation on the history and industries and then we would take them to such places as Fort Utah, Fairfield, Cedar Fort, Hutchinson Museum, Alpine Loop, Bridal Veil Falls, Osmond Studio, the Mervin Curdy Doll Museum, Springville Art Museum and other attractions."

amber Promotes Provo

tions."

He said one family of five who had taken a tour in Salt Lake City and the Utah Valley tour decided to stay much longer in Utah Valley because of the tour. "They said that Salt Lake City was boring compared to the things offered in Utah Valley," Haines said.

Because of the tours, local motels have booked rooms for tourists from throughout the nation and some foreign tourists.

"We also need to develop to the point where tourists perceive Utah Valley as destination area instead of somewhere to stop and see while traveling to some other destination. We have the Pagent of Arts in American Fork, various live shows at Sundance, the Freedom Festival in Provo. All these help to develop the area as a destination tourist spot.

Work As Team

elsewhere for employment," he says. "It'll take both the city and the chamber working together to do it."

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Golightly Wears Two Provo Hats

By ROGER D. PLOTHOW
Herald Staff Writer

Gary Golightly, the new president-elect of the Provo Area Chamber of Commerce, says the chamber and the city need to be careful to work together while notuplicating their efforts.

And there are few people with better credentials to understand how the two organizations can best work together.

Besides running a Provo business and staying active in the chamber, Golightly is also in his second term as a city councilman.

"The growth potential for Provo in the near future is very exciting," says Golightly. "The mood in the city is more positive now than I can ever remember."

He says he's a little apprehen-

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"There is so much here, especially for family. The tourist industry is already healthy but it still has a long way to reach its full potential."

He said another tough issue is Utah's liquor laws that make it difficult for tourists to find eating

places where they can order drinks.

"There are only two restaurants in our area where a tourist can order a drink with his meal. I'm not necessarily saying the situation should be changed but I am saying it does negatively affect our potential."

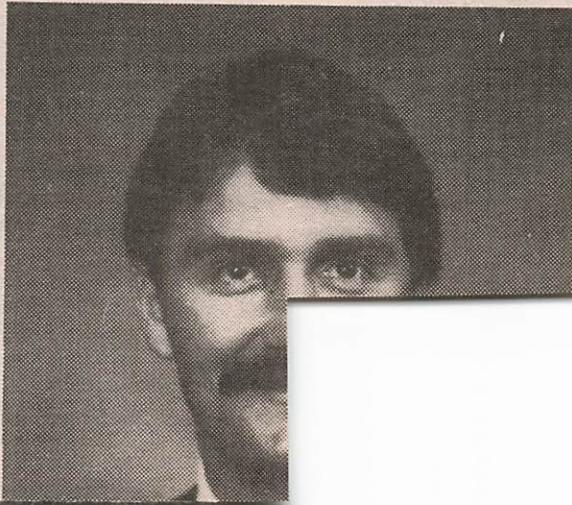
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